

Theories of Learning

- Last week:
 - campaign finance
 - nominations and candidate selection
- The marketing of candidates
 - how do people learn from signals?
 - who collects information about politics?

What are the major influences on selection of nominees and how have they changed over time?

- campaign finance regulation
 - hard money vs. soft/independent money
 - government subsidy vs. going alone
- party interests and popular preferences
 - nominating conventions
 - primary elections and selection of delegates
 - campaign dynamics
- media structure and communications costs

Campaigns and voting

- What are campaigns for?
 - getting out the vote: activating and mobilizing high-probability supporters
 - persuasion: informing undecided voters about the alternatives
- The first goal has little to do with learning or persuasion; the second has a lot to do with both
- How do we *learn* from others?